



September 5-8, 2017

Hilton Garden Inn Missoula
Missoula, Montana

Exhibitor & Sponsor Brochure

Welcome from National Association of State Park Directors



AMERICA'S
STATE
PARKS

Dear Exhibitors and Sponsors,

For more than half a century, the National Association of state Park Directors (NASPD) has been dedicated to the promotion and advancement of America's state parks. Each year, NASPD comes together to celebrate achievements, share innovations and challenges, and explore the future of outdoor recreation. Our annual conference is an opportunity for exhibitors and sponsors to interact with 50 state park directors as well as top level staff members, and partners and friends from federal agencies and Canada.

As we become more and more inundated with technology, our state parks gain new significance as a place for us to unplug and connect with nature. Yet, many state park systems face significant financial challenges. It is partnerships with vendors like you that make this conference a success and allow us to continue to provide top-quality visitor experiences at our state parks.

In 2017, we invite you to join us as we convene under the Big Sky in Missoula, Montana. Nestled in the Northern Rockies of Montana, surrounded by seven wilderness areas, multiple state parks and three rivers, Missoula is an outdoor enthusiast dream.

The Hilton Garden Inn Missoula, conveniently located just minutes from the airport and downtown Missoula, will be the host venue for the conference. The facility features 11,000 sq. ft. of flexible exhibitor space with a contemporary Montana feel that is ideal for your company to display products and create conversations.

Our exhibitors and sponsors are valued members of the conference, and we are pleased to offer several networking and social events for connecting with the top decision makers in our industry. All breakfasts, lunches and breaks will be held in the exhibit space, and for maximum exposure there is a wide range of sponsorship opportunities available.

Exhibitor and sponsor participation is vital to the success of NASPD and state park systems across the country. Whether it is your first time attending or you are a veteran of our conference, we thank you for your support of America's state parks and look forward to seeing you in Missoula!

Sincerely,

Lewis, Executive Director
National Association of State Park Directors (NASPD)



Welcome from Montana State Parks



Dear Partners and Friends,

We are very honored to host the 2017 National Association of State Park Directors (NASPD) Conference in the Garden City of Missoula, Montana. As a valued sponsor of NASPD and state parks systems across the country, we invite you to join us!

Montana is well known for its outdoor recreation. No location could be more perfectly suited to the NASPD Conference. Missoula is a unique town which perfectly balances all the attractions of vibrant city life with the benefits of an active, outdoor lifestyle. From hiking and fly fishing to kayaking and even surfing, outdoor recreation is at the heart of Missoula.

This year the conference theme is "Setting the Course". Participation in outdoor recreation increases every year and state parks are setting new records for visitation nationwide. While we celebrate this trend, we also face greater demand on operational and natural resources which are often already stretched to their limits. Together, we can meet this challenge. Just as Lewis and Clark set the course for Westward Expansion, NASPD with the support of vendors like you is setting the course for the future of outdoor recreation.

We are working hard to plan a conference which offers numerous opportunities to share your innovative products, services and ideas while fostering established partnerships and building new ones with state park directors and other federal agency leaders. Exhibitors and sponsors are essential to the success of our conference and we value your contributions.

We thank you for your continued support of NASPD and our mission. Please, consider setting your course for Missoula in 2017. See you under the Big Sky!

Sincerely,

Chas Van Genderen, Administrator
Montana State Parks



Exhibitor & Sponsor

Benefits

Get unparalleled interaction with top level state park officials.

As an exhibitor or sponsor at the National Association of State Park Directors Conference, you'll have the unique opportunity to spend several days with state park directors and other top level park officials from across the United States.

- Exhibitors and sponsors receive two or more full registrations, allowing you to participate in all conference functions side-by-side with the attendees, including speakers, field trips, meals, and pre-conference activities over the five-day conference.

Receive high exposure for your message.

- All conference breaks will take place in the exhibit booth area, giving you the opportunity to showcase your products and interact with members of the group in an informal setting.

- The conference can handle large equipment, which means you have the exceptional opportunity to allow conference attendees to engage and interact with your quality products.
- Several sponsorship opportunities exist to allow you to find the right fit for your message and budget. Sponsors will be recognized throughout the conference.
- All exhibitors and sponsors will be recognized in the conference booklet so attendees can have continuous exposure to your name and message throughout the conference and beyond.

Share insight on common goals

- Get the inside scoop about trends and issues important to our shared industry and target market. Hot topics include the role of parks in health and fitness, connecting children to nature, and partnerships and innovations to address funding challenges.



Exhibit/Booth Information

The Hilton Garden Inn will be home to the conference and all exhibitors.

Enhanced Exhibit Booth Details

Cost \$5000

Includes:

- Booth size depends on your needs.
Pipe and drape separating booths
- Two 6-foot tables with table cloth
- Four Chairs
- Electrical
- Wi-Fi access
- Three Full Conference registrations

Standard Exhibit Booth Details

Cost \$2000

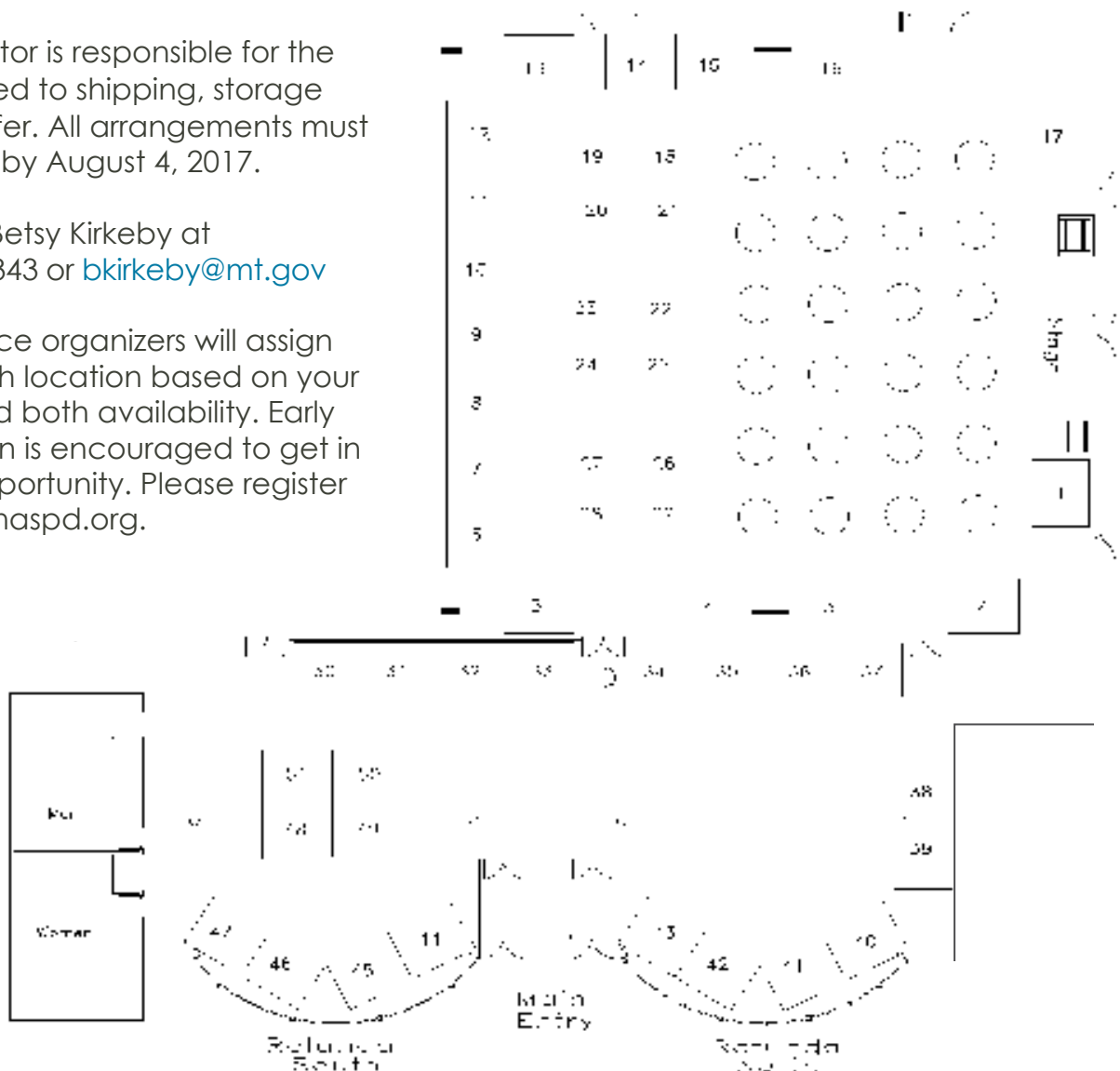
Includes:

- 10 x 8 foot booth Space
- Pipe and Drape separating booths
- One 6-foot table with tablecloth
- Two chairs
- Electrical
- Wi-Fi access
- Two full conference registrations

The exhibitor is responsible for the cost related to shipping, storage and transfer. All arrangements must be made by August 4, 2017.

Contact Betsy Kirkeby at
406-444-3343 or bkirkeby@mt.gov

Conference organizers will assign your booth location based on your needs and both availability. Early registration is encouraged to get in on this opportunity. Please register online at naspd.org.



*Exhibitor booth layout subject to change as needed

Exhibitor/Sponsor

Rules & Regulations

Payment:

Payment in full, made payable to Montana State Parks Foundation must be received in order to reserve exhibit space and/or an event sponsorship. You must fill out the trade show contract and mail it with your payment to the address indicated on the form by August 4, 2017.

Registration and Admission:

No one will be permitted without a conference name badge. Any and all exhibitors must be registered with the conference

Booth Installation and Tear Down:

All booths must be set-up by 8am on Wednesday, September 6 for opening session. All booths must be dismantled by 5pm on Thursday, September 7. Any items left by the sponsor after 5pm on Thursday will be recycled or thrown away.

Installation Hours:

Tuesday, September 5	10am to 5pm
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Exhibit Hours:

Wednesday, September 6	8am to 4pm
Thursday, September 7	8am to 1pm

Dismantle Hours:

Thursday, September 7	1pm to 5pm
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Protection of Host Property:

Sponsors will not be allowed to attach anything to walls or columns (decorations, signs, banners, etc.) without approval of the host property. The use of scotch tape or decals on walls, floors, partitions, doors, windows, or furniture is strictly prohibited. The use of nails, tacks, brads, or other driven fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any such damage they may cause.

Sub-leasing/Relocation of Exhibits:

Subletting or sharing of exhibit space is prohibited. The NASPD reserves the right to re-

assign space as necessary and to alter the location of the exhibit space(s). The conference committee also reserves the right to determine eligibility of any company of product for inclusion in the exhibit space.

Liability:

The exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property that may be in or come into exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation of the exhibit and hereby releases the NASPD and Montana State Parks a division of Montana Fish, Wildlife & Parks (FWP), its contractors and the host property from any liability whatsoever.

Termination or Interruption of Trade Show:

In the event the trade show site becomes unfit for occupancy or is substantially interfered with by reason of picketing, strike, embargo, injunction, act of war, act of God, fire, emergency declared by any government agency by virtue of any ordinance or law of any municipality, state or federal government agency or any act beyond the control of the NASPD, this contract may be terminated by the NASPD. The determination required by this paragraph shall be within the sole, reasonable discretion of the NASPD. In the event the tradeshow is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the NASPD and Montana State Parks.

Sponsorship Opportunities

Platinum \$10,000

Available Opportunities:

- Tuesday evening welcome reception
- Wednesday evening dinner
- Thursday Banquet and Awards
- Friday off-site tour/dinner

Benefits:

- 4 Conference registrations
- 10 x 8 foot standard booth exhibitor space at no additional cost or enhanced exhibit space for an additional \$2000
- Tabletop advertisements at sponsored meals
- Specific mention at sponsored event
- Special placement as the largest sponsor designation in the conference booklet
- Logo placement during the conference
- Inclusion in the conference news release
- Name badge ID as conference sponsor
- Sponsor appreciation gift
- Database of attendees mailing addresses
- Sponsor listing on the conference website and in the conference booklet
- Insert in the registration packet(1 page, double-sided, maximum 8.5x11 inches)
- \$250 gift certificate to spend in our retail shop
- Opportunity to include promotional item at the event or in the conference tote bag

Gold \$5000

Available Opportunities:

- Wednesday Luncheon
- Thursday Luncheon
- Hospitality Suite (Tuesday-Friday)
- Conference Tote Bags

Benefits:

- 3 Conference registrations
- 10 x 8 foot standard booth exhibitor space for \$1000
- Specific mention at sponsored event
- Logo placement during the conference
- Name badge ID as conference sponsor
- Sponsor Appreciation certificate
- Database of attendees mailing addresses

- Sponsor listing on the conference website and in the conference booklet
- Insert in the registration packet(1 page, double-sided, maximum 8.5x11 inches)
- \$100 gift certificate to spend in our retail shop
- Opportunity to include promotional item at the sponsored event or in the conference tote bag

Silver \$3000

Available Opportunities:

- Wednesday Morning Break
- Thursday Morning Break
- Name Tags
- Conference Pens
- On-site Agenda
- Golf Outing Sponsor

Benefits:

- 2 Conference registrations
- Name badge ID as conference sponsor
- Sponsor appreciation certificate
- Database of attendees mailing addresses
- Sponsor listing on the conference website and in the conference booklet
- Insert in the registration packet(1 page, double-sided, maximum 8.5x11 inches)
- \$50 gift certificate to spend in our retail shop
- Opportunity to include item in the conference tote bag

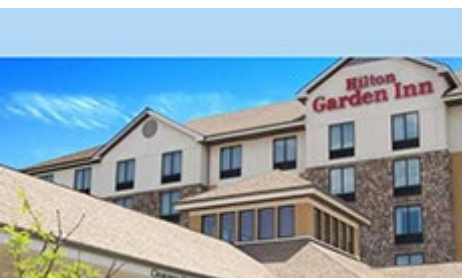
Friends of NASPD \$500 or above

General contributions are also accepted. For a monetary donation of \$500 or more, you will be included in the conference program and acknowledged to the group as your gift is used to support specific items during the conference. Please indicate your contribution amount on the exhibitor/sponsor registration form. Please complete the enclosed exhibitor/sponsor registration form online.

Additional Sponsorship Opportunities

Additional sponsorship opportunities will be available. Please contact Betsy Kirkeby at 406-444-3343 or bkirkeby@mt.gov for more information.

Transportation, Lodging & Registration



Lodging

The Hilton Garden Inn Missoula hotel is conveniently located within minutes of Missoula International Airport and downtown Missoula, and is the ideal location for both leisure and corporate travelers.

Our hotel is just moments away from the area's top golf courses, ski areas, and world-class fly fishing. With so many things to do in Missoula, the Hilton Garden Inn is your perfect headquarters for adventure. Stay in a spacious guest room with complimentary Wi-Fi and keep up with work away from the office with the room's large, flexible work space.

If you are flying into Missoula International Airport, complimentary hotel shuttle transportation is provided. Those driving into Missoula will be welcomed with ample complimentary parking on the hotel grounds.

We look forward to welcoming the National Association of State Park Directors to the Hilton Garden Inn Missoula. Exhibitors and sponsors are responsible for reserving and paying for their own lodging during the conference.

Transportation:

Missoula International Airport is conveniently located at 5225 U.S. Highway 10 W, Missoula, MT, just minutes from the

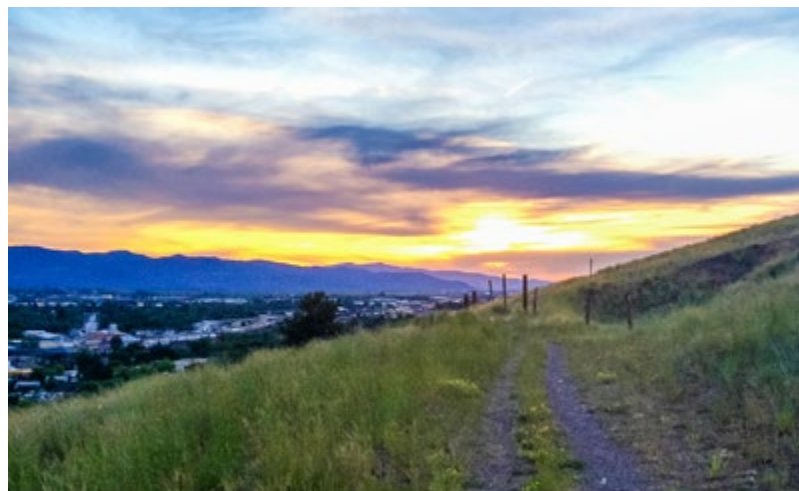
Hilton Garden Inn Missoula. Conference staff will provide transportation to and from Missoula international Airport.

If you stay overnight in a separate location, please note that in the registration form. Overnight guests who are not registered at the Hilton Garden Inn Missoula will need to make their own arrangements for commuting from their hotel to and from the conference.

Vendor Registration

All exhibitor booth workers must be registered for the conference to attend meals and functions. You may purchase registrations in addition to those provided with your exhibitor booth sponsorship.

For more information a contact:
Betsy Kirkeby at (406) 444-3343 or
bkirkeby@mt.gov.



NASPD 2017

Conference Agenda

National Association of State Park Directors 2017 Conference Agenda

Hilton Garden Inn, Missoula, Montana

Tuesday, September 5

Pre-Conference Activities

- 10am-4pm Vendor and Exhibitor set-up
- 1-4pm Board meeting
- 4-5:30pm New Director Orientation
- 6-9pm Caras Park Welcome Reception
- 9pm Hospitality Suite Opens

Wednesday, September 6

Guest Tours Offered

- 6am Optional Sunrise Outdoor Activities
- 7-8am Breakfast with Vendors
- 8-9am Welcome and Speaker
- 9-10am Business Meeting
- 10-10:45am Break with Exhibitors
- 10:45-12pm Business Meeting
- 12-1pm Lunch
- 1-4pm Tour of Milltown State Park
- 5-8:30pm Dinner/Event at Travelers' Rest State Park
- 9pm Hospitality Suite Opens

Thursday, September 7

Guest Tours Offered

- 6am Optional Sunrise Outdoor Activities
- 7-8am Breakfast with Vendors
- 8-10am Business Meeting
- 10-10:45am Break with Exhibitors
- 10:45-12pm Business Meeting
- 12-1pm Lunch and Awards
- 1-5pm Business Meeting
- 6:15-7pm Reception
- 7pm-9pm Banquet and Awards
- 9pm Hospitality Suite Opens

Friday, September 8

- 7-7:45am Breakfast
- 8am-8pm Tour of National Bison Range & Flathead Lake State Park
- 9pm Hospitality Suite Opens

*Agenda items are tentative and subject to change



